ORDER

104655 Orders Order / Rev: Alt Order #: 06835929 Product Desc: RNC - ROMNEY Estimate: 279 Flight Dates: 07/25/12 - 07/31/12 Primary AE: Amy McCreary Original Date / Rev: 07/24/12 / 07/24/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: **American Rambler Productions Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 138 Conant St. Billing Cycle: EOM/EOC Beverly, MA 02494 Agency Commission: 15% Advertiser RNC/ Romney for President Name: Demographic: A35+ New Business Thru: Product Codes: PLC03 Order Separation: 00:15:00

Bill Plan

Bill Plan					Totals
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month
06/25/12	07/29/12	74	\$86,650.00	\$73,652.50	July 2012
07/30/12	07/31/12	36	\$33,200.00	\$28,220.00	August 2012

Month	# Spots	Gross Amount	Net Amount	Rating		
July 2012	74	\$86,650.00	\$73,652.50	0.00		
August 2012	36	\$33,200.00	\$28,220.00	0.00		
Totals	110	\$119,850.00	\$101.872.50	0.00		

Advertiser External ID:

Agency External ID:

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Ln	Ch	Start	End	Inventory Code	e Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E. 1	KSNV	07/30/1	2 07/31/12	M-F 6-7a Wakel		6-7a	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
	WΔKE I	ΑΙΛΑΙΔΩΝ	IRS2 2X/DA	M-F 6-7a Wakel Y WITH MAX SE									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 07/		08/05/12	MT	4	\$700.00	0.00						
E 2	KSNV	07/25/1	2 07/27/12	M-F 6-7a Wakel	Jpw/Wa@M	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
				M-F 6-7a Wakel	Jp w/Wagners								
		,	IRS2 1X/DA										
		<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	leek; 07/	23/12	07/29/12	WTF	3	\$700.00	0.00						
E 3	KSNV	07/25/1	2 07/27/12	Today Show	CM	658a-9am	WTF	:30	6	\$1,400.001	0.00 NM	6	\$8,400.00
				Today Show									
				TH MAX SEP									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	/eek: 07/	23/12	07/29/12	WTF	6	\$1,400.00	0.00						
E 4	KSNV	07/30/1	2 07/31/12	Today Show	CM	658a-9am	MT	:30	4	\$1,400.001	0.00 NM	4	\$5,600.00
				Today Show									
	TODAY SHOW 2X/DAY WITH MAX SEP												
		<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	/eek: 07/	30/12	08/05/12	MT	4	\$1,400.00	0.00						
E 5	KSNV	07/30/1	2 07/31/12	M-F Today Shov	vll3rdH03Mi	9-10a	MT	:30	4	\$500.001	0.00 NM	4	\$2,000.00
M-F Today Show II													
	TODAY	SHOW	2 2X/DAY W	ITH MAX SEP									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

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KSNV

Order / Rev:

104655

06835929

Advertiser:

Estimate:

RNC/ Romney for President

Alt Order #:
Flight Dates:

07/25/12 - 07/31/12

Product Desc:

RNC - ROMNEY

279

79

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 5 KSNV	07/30/1	2 07/31/12	M-F Today Show	II 3rd l €M	9-10a	MT	:30	4	\$500.001	0.00 NM	4	\$2,000.00
TODAY	'sHow:	2 2X/DAY W	M-F Today Show ITH MAX SEP	II								
<u>Sta</u> Week: 07/	<u>rt Date</u> /30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$500.00	Rating 0.00						
E 6 KSNV	07/25/1	2 07/27/12	M-F Today Show		9-10a	WTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
TODAY	'show:	2 1X/DAY	M-F Today Show	11								
<u>Sta</u> Week: 07/	<u>rrt Date</u> /23/12	End Date 07/29/12	<u>Weekdays</u> WTF- <i>-</i>	Spots/Week 3	<u>Rate</u> \$500.00	Rating 0.00						
E 7 KSNV			Olympics Daytime Olympics Daytim		9am-4pm	MT	:30	6	\$1,200.003	0.00 NM	6	\$7,200.00
			H MAX SEP									
<u>Sta</u> Week: 07/	<u>rt Date</u> /30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 6	<u>Rate</u> \$1,200.00	Rating 0.00						
E 8 KSNV			M-F Today Show		10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
TODAY	' SHOW :	3 1X/DAY	Today 4th Hour									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					ŧ	
Week: 07/		07/29/12	WTF	3	\$325.00	0.00						
E 9 KSNV			Noon News Noon News /ITH MAX SEP	CM	12-1230pm	WTF	:30	6	\$425,001	0.00 NM	6	\$2,550.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07		07/29/12	WTF	6	\$425.00	0.00						
E10 KSNV	07/25/1	2 07/27/12	Days of our Lives Days of our Lives		1258p-2pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
		LIVES 1X/D										
<u>Sta</u> Week: 07.	art Date /23/12	End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$425.00	Rating 0.00						
E11 KSNV	07/25/1	2 07/27/12	The Doctors The Doctors	CM	2pm-3pm	WTF	:30	3	\$175.002	0.00 NM	3	\$525.00
	ORS 1X/E											
<u>Sta</u> Week: 07.	art <u>Date</u> /23/12	End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$175.00	Rating 0.00						
E12 KSNV	07/25/1	2 07/27/12	Dr. Phil Dr Phil	CM	3- 4 p	WTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
DR PH	IL 1X/DA	Y										
<u>Sta</u> Week: 07	art <u>Date</u> /23/12	<u>End Date</u> 07/29/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
E 13 KSNV	07/30/1	2 07/31/12	NEWS 3 at 4 (1		4-5pm	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
			4PM NEWS (1 h VITH MAX SEP	,	(4:00 PM-4:3							
<u>Sta</u> Week: 07.	art <u>Date</u> /30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 4	. —	<u>Rating</u> 0,00						
E 14 KSNV	07/25/1	2 07/27/12	News 3 at 4 (1/2 News 3 at 4 (1/2	•	4-430p	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
FIRST	NEWS 3	-4 1X/DAY	110110 0 01 1 (112	,								
Sta Week: 07	art <u>Date</u> //23/12	End Date 07/29/12	<u>Weekdays</u> WTF	Spots/Week 3		Rating 0.00						
E15 KSNV	07/25/1	2 07/27/12	News 3 at 430pm News 3 at 4:30P		430-5pm	~-WTF	:30	6	\$700.001	0.00 NM	6	\$4,200.00
NEWS	2X/DAY	WITH MAX										
<u>Sta</u> Week: 07	art <u>Date</u> //23/12	End Date 07/29/12	<u>Weekdays</u> ₩TF	Spots/Week 6		Rating 0.00						
,		· · · · · · · · · · · · · · · · · · ·	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
NEWS	2X/DAY	WITH MAX		oui)	(4:30 PM-5:0	O FIVI)						
	art Date	End Date	Weekdays	Spots/Week		Rating					ĺ	
Week: 07 E 17 KSNV		08/05/12	MT	CM		0.00	.30		¢1 000 004	0.00 htts	_	ሰር የ ላር የና
E IT KONY	V1140f	Z UHZHIZ		CIVI	5-630p	WTF	:30	6	\$1,000.001	0.00 NM	6	\$6,000.00

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KSNV

Order / Rev: 104655 Advertiser: RNC/ Romney for President

Alt Order #: 06835929 Product Desc: RNC - ROMNEY

Flight Dates: 07/25/12 - 07/31/12 Estimate: 279

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
			M-F Early News M-F Early News								
NEWS	3 AT 5 2	X/DAY WITH							_		
<u>Sta</u> Week: 07/	rt Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating					
		07/29/12 2 07/31/12	M-F Early News	CM	\$1,000.00 5-630p	0.00 MT	:30	4 \$1,000.001	0.00 NM	4	£4.000.00
			M-F Early News	Olvi	0-000p	 	.50	4 \$1,000.001	O.OO INIVI	4	\$4,000.00
		X/DAY WITH									
<u>Sta</u> /Week: 07	<u>rt Date</u> 30/12	End Date 08/05/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00					
1			M-F Jeopardy	CM	630-7pm	WTF	:30	6 \$1,000.001	0.00 NM	6	\$6,000.00
15004		D 457 14071 8	M-F Jeopardy							•	+-,
	RDY 2X/I irt Date	DAY WITH N <u>End Date</u>	MAX SEP Weekdays	Spots/Week	Rate	Rating					
Week: 07/		07/29/12	WTF		\$1,000.00	0.00					
E 20 KSNV	07/30/1	2 07/31/12	M-F Jeopardy	СМ	630-7pm	MT	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
IFOPA	RDY 2X/I	DAY WITH N	M-F Jeopardy								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 07/	30/12	08/05/12	MT		\$1,000.00	0.00					
E21 KSNV	07/25/1	2 07/27/12		CM	7-730pm	WTF	:30	3 \$1,000.001	0.00 NM	3	\$3,000.00
WHEEL	. 1X/DAY	,	M-F Wheel of Fo	rtune							
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 07/		07/29/12	WTF		\$1,000.00	0.00					
E 22 KSNV	07/30/1	2 07/31/12	M-F Wheel M-F Wheel of Fo	CM	7-730pm	MT	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
WHEEL	1X/DAY	•	W-I WINCELOLLO	rtune							
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 07/		08/05/12	MT M-F News 3 at El		\$1,000.00	0.00	.00	0.04.400.004	0.00 1111	_	
LZS KONV	01123/1	2 01120112	M-F News 3 at E		11pm-1135p	m	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
	3 AT 11										
<u>Sta</u> //Week: 07	rt Date	End Date 07/29/12	<u>Weekdays</u> wT	Spots/Week	<u>Rate</u> \$1,100.00	Rating 0.00					
E 24 KSNV			The Tonight Show		1135p-1237a		:30	3 \$425.001	0.00 NM	3	\$1,275.00
			Tonight Show					0 011101001	0.00 1111	J	Ψ1,270.00
	E SHOW urt Date	NBC 1X/DA End Date		Snoto/Mosts	Data	Datina					
Week: 07/		07/29/12	<u>Weekdays</u> wT	Spots/Week 3	<u>Rate</u> \$425.00	Rating 0.00					
E 25 KSNV	07/27/1	2 07/27/12	Olympics Late Ne	ews 3 CM	11pm-12:35a	ımF	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
01.7.1.0	TE NIGH	JT	Late News during	Olympics							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 07/	•	07/29/12	F		\$1,000.00	0.00					
E 26 KSNV	07/27/1	2 07/27/12	Olympics Openin	-	730p-12a	F	:30	1 \$10,000.001	0.00 NM	1	\$10,000.00
OLY OF	PENING	CEREMONY	Olympics Openin	ig Ceremony							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 07/		07/29/12	F		\$10,000.00	0.00					
E 27 KSNV	07/28/1	2 07/28/12	Olympics Primetil Olympics Primetil		7pm-12am	S-	:30	2 \$6,000.003	0.00 NM	2	\$12,000.00
OLY W	EEKEND	PRIMETIM									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 07/ E 28 KSNV		07/29/12	Olympics Late Ne		\$6,000.00 11pm-12:35a	0.00 amS-	.20	2 64 000 007	0.00 11.		#0.000.0=
VIIION Oam	G1120/1	E VIIZOIIZ	Late News during		i ipiii-12:508	an2-	:30	2 \$1,000.007	0.00 NM	2	\$2,000.00
	TE NEW										
<u>Sta</u> Week: 07/	rt Date /23/12	End Date 07/29/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					
E 29 KSNV				CM	4am-6pm	S-	:30	2 \$1,700.003	0.00 NM	2	\$3,400.00
					•					_	7 -1 100100

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Order / Rev:

104655

07/25/12 - 07/31/12

End

07/29/12

07/29/12

End Date

07/29/12

Advertiser:

Break Start/End Time

RNC/ Romney for President

Len Spots

:30

:30

:30

1 \$6,000.003

2 \$1,000.007

4 \$1,700.003

Alt Order #: Flight Dates:

Ln Ch

Week: 07/23/12

Week: 07/23/12

Week: 07/23/12

Week: 07/23/12

OLY LATE NEWS

E 32 KSNV 07/29/12 07/29/12

OLY WEEKEND DAYTIME Start Date

Start Date End Date

06835929

Product Desc:

RNC - ROMNEY

Estimate:

279

Days

KSNV

Rate Pri Rtg Type Spots

0.00 NM

0.00 NM

0.00 NM

2

Start

Olympics Daytime WEEKEND OLY WEEKEND DAYTIME Start Date **End Date**

Inventory Code

Olympics Daytime Weeke

Weekdays Spots/Week Rating Rate ----S-2 \$1,700.00 0.00 E 30 KSNV 07/29/12 07/29/12 Olympics Primetime СМ 7pm-12am ----S

Olympics Primetime OLY WEEKEND PRIME

Start Date End Date Weekdays ----S 07/29/12

Spots/Week Rate 1 \$6,000.00

Rating 0.00

<u>Rating</u>

0.00

E 31 KSNV 07/29/12 07/29/12 Olympics Late News 3 CM 11pm-12:35am ----S

Late News during Olympics

Weekdays Spots/Week Rate ----S 2 \$1,000.00

Olympics Daytime Week@M

Olympics Daytime WEEKEND

Weekdays Spots/Week ----S

Rate 4 \$1,700.00

4am-6pm

Rating 0.00

----S

Totals

110 \$119,850.00

Amount

\$6,000,00

\$2,000.00

\$6,800.00